

HALMAT FERELLO (Designer)

Hounslow, London, UK

<http://www.halmatferello.com>

WORK

I AM PASSIONATE about my work and **love to communicate my ideas**. I specialise in conceptual and UX designs using Photoshop and Illustrator. The interfaces I build are human-friendly, emotive, aesthetically pleasing and usable.

RI3K: 03/2008 – present

RI3K is the paperless trading service for the insurance and reinsurance industry. RI3K allows all types and classes of large commercial insurance and facultative and treaty reinsurance to be transacted over the Internet.

I'm responsible for the ongoing user interface development of web applications for major clients (Lloyds, SwissRe, Aon, & Brit). **I lead the redesign** of the marketing website, analysing their products and coming up with straplines that target the advantages as well as designing and building the site. Another high point was integrating the HTML templates into WordPress, which allowed the marketing and business teams to edit specific content. I have also worked on creating **visual concepts for an iPhone application**.

eCommera: 11/2007 – 03/2008

ECOMMERA is an Internet services business that offers advisory, support and software services to help retailers develop and operate world-class e-commerce, multi-channel businesses.

When I first joined eCommera, their marketing website was not online yet. I took it upon myself to complete the design an agency had created (psds) – building it using my dust framework that used WordPress to aid with specific CMS-type pages. It happened to be one of **my quickest turnover times** (4 days).

eCommera were going to adopt a near-shore model for on-going development, as a result I built an online questionnaire to test potential employees (pre-interview), which helped reduce the cost and time of setting up the team. I also created **conceptual designs for an EMI online store** and Garden Bird Supplies website.

I worked on design and front-end coding improvements on new sites for most of our retailers: House of Fraser, USC, and Wyevale (using Demandware technology). This included **solving many complex user interaction issues** on the product page. I wrote criteria reports on the design, coding integrity and client optimisation of the sites (**House of the Fraser, USC, Hamleys, Wyevale**).

fish4: 03/2007 – 10/2007

FISH4 is an online portal for finding cars, homes and jobs. The company has been developed by the UK's biggest regional press groups (Newsquest Media Group, Trinity Mirror plc, Guardian Media Group Regional Newspapers).

When I first joined fish4, a rebranding exercise was already initiated by the marketing team. I took on the task of trying to **stardardise the HTML and design** (through CSS) to try to improve the user experience. fish4 used an advanced analytics software (HBX), however it failed to capture where users and recruiters had stopped in the form filling process. I recommended that we use **AJAX calls to save the data being entered** to find out where they stumbled – to see if we could improve the forms.

Once the branding was finalised, we began thinking about how we could develop the different verticals (cars, homes and jobs). I got underway analysing the current layout of the job site to understand how people used the site (through heuristic evaluation and HBX). From my findings, **I designed concepts for the three major job pages** that would not only improve the visual design but also simplify the user journey in applying for a job.

I was given the **design lead** to work on another project, fish4's CV database – allowing recruiters to search for potential candidates. I focused on **producing a design that was simple**. Introducing concepts such as modular CSS and jQuery framework integration. Another focal point was creating concepts that had the ability to grow in an organic form – thus to reinterpret the data into user-friendly blocks while allowing for future functionality to be added in a seamless manner. The backend used FAST search engine with Grails on Groovy as the front end. *Many recruiters signed up based on initial preview.*

Fitness Professionals: 04/2005 – 03/2007

FITNESS PROFESSIONALS is the largest and most respected association for fitness industry professionals in the world, with over 75,000 members.

I worked on over 10 major projects (end to end) - designing and developing websites for FitPro's various brands. One of the **biggest projects I worked** on was the FitPro Music website, a new e-commerce website selling music to fitness instructors in the USA. The work revolved around indepth identity experimentations, solving user interaction issues such as how users listened to the music demos or improving the purchase order process, to recoding a table-based HTML to compliant XHTML. I also **lead the redesign** behind FitPro's flagship online store: fitproshop.

The Senior Web Designer and I went through about **100 emails in a year** – from designing, to coding and testing on different email clients as well as webmail sites (yahoo, hotmail, etc).

As the web team grew I began **coaching** our Junior Web Designer in Photoshop and XHTML/CSS standards. My passion for Apple added to my adhoc duties of purchasing and maintaining hardware/software for all the macs.

WORK FREELANCE (2004 – present)

Drummond Clinic & Sportsfeet UK (November 2008)

Specialist team of sports therapists.

Role: Design direction, WordPress integration, HTML/CSS hand coding, SEO

Drummond Education (September 2008)

Leading training provider in exercise and fitness industry.

Role: Design direction, WordPress integration, HTML/CSS hand coding, SEO

Mermaid Clinic (May 2008)

Private dental practice based in central London.

Role: Design direction, WordPress integration, HTML/CSS hand coding, SEO

Balloon Room (February 2008)

NABAS trained professional balloon decorators – promoting their work.

Role: Design direction, front-end coding, back-end coding

EDUCATION

University of Westminster: 2001 - 2005

BSc Multimedia Computing

Studied: HCI, Graphic Design, Programming, Multimedia systems design

Design: Photoshop, Illustrator, Director, Cinema 4D, Flash, After Effects, Final Cut Pro

Code: HTML, CSS, PHP, MySQL, Lingo, ActionScript, ASP.NET, C++, JavaScript

Chiswick Community School: 1994 – 2001

3 A-levels Photography, Maths & Physics

8 GCSE grades (including English, Maths, Double Science & I.T.)

INTERESTS

Passionate about

Poetry, photography, philosophy, psychology, technology

Playing

Basketball, squash, table tennis

Listening to

Goa, hip-hop, r&b, tech-step, trance, numerous amounts of genres

REFERENCES

Upon request